

CENTER FOR MEDICARE

DATE: May 8, 2013

TO: All Medicare Advantage Organizations, Prescription Drug Plans and Section 1876 Cost Plans

FROM: Danielle R. Moon, J.D., M.P.A., Director
Medicare Drug & Health Plan Contract Administration Group

Cynthia G. Tudor, Ph.D., Director
Medicare Drug Benefit and C & D Data Group

SUBJECT: Issuance of Contract Year 2014 Model Marketing Materials

The Centers for Medicare & Medicaid Services (CMS) announces the release of Contract Year (CY) 2014 model marketing materials. These materials include the standardized Annual Notice of Change (ANOC) and Evidence of Coverage (EOC) templates, ANOC/EOC Errata Notice, Provider Directory, Outbound Enrollment Verification (OEV) Scripts and Letters, Part D Explanation of Benefits (EOB), Excluded Provider Model, Formulary (Comprehensive and Abridged), LIS Rider, Pharmacy Directory, and Transition Letter. Please use existing models for the LIS Premium Summary Table and the Prescription Transfer Letter since there were no changes.

All marketing models, scripts, and standardized documents are located at www.cms.gov/Medicare/Health-Plans/ManagedCareMarketing/MarketngModelsStandardDocumentsandEducationalMaterial.html and www.cms.gov/Medicare/Prescription-Drug-Coverage/PrescriptionDrugCovContra/Part-D-Model-Marketing-Materials.html.

Medicare Advantage Organizations, Prescription Drug Plans and Cost Plans should ensure that their marketing documents for CY 2014 are compliant with CMS guidance prior to submitting in HPMS, as they will be held responsible for ensuring compliance with these requirements. Please direct any questions on these materials to your CMS Account Manager or Marketing Reviewer.